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## Greece

## Fresh Deciduous Fruit

## Semi-Annual

## 2004

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**Report Highlights:**

Adverse weather conditions had a significant impact on Greek fresh apple and pear production. The 2003 crops declined by 30 and 23 percent respectively compared to 2002. Fresh grape production remained relatively stable. However, there was a contraction in sultana export trade due to problems related to the use of NEORON (the active insecticide ingredient Bromopropylate). Greek grape producers nevertheless remain optimistic about future market potential, particularly since the introduction of "Crimson" grapes.

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## Executive Summary

### Situation and Outlook

The final figures on the 2003 Greek fresh apple production show that the crop suffered a 30 percent reduction, compared to the 2002 crop. The harvest was reduced mostly in the region of northern Greece, which was affected by frost that struck in the spring of 2003. The decline in apple production is greater than that expected in September 2003. In addition, other apple production areas in Greece were hit by hail (Central Greece), which mainly affected the fruit quality. According to trade sources, 2003 apple crop was damaged on both quality and quantity, which will have implications on trade activity in MY 2003/04 and on domestic consumption.

Crop reduction this year according to variety compared to 2002 and the percentage of this reduction is presented to the following table.

Variety	2002	2003	2003/2002%
Red Delicious	155,053	102,000	-34.22
Golden Delicious	36,326	30,000	-17.4
Granny Smith	36,868	32,000	-13.2
Other	15,753	6,000	-62
Total	244,000	170,000	-30.3

Farm prices this year fluctuated this year based on quality and regions, ranging between 0,30-0,50 Euros/kg. In the Central Market of Athens prices have also fluctuated accordingly.

Indicative prices for the two principal apple-producing areas of central Greece are:

Area	Variety	Price/kg
Agia	Red Delicious	0.45-0.50
	Granny Smith	0.35
Zagora	"Zagorin" (Red Delicious) hit by hail	0.73
	"Zagorin" (Red Delicious) of better quality	1.20

As cited in GR3019, there is EU protection for apples of the Zagora region, under the name "Zagorin", a denomination of origin, according to EU Regulation 1107/96.

Although 2003 apple production fell due to adverse weather conditions, apples destined for processing, did not exceed normal levels. The quality of apples hit by hail was not suitable for any kind of usage. Those amounts appearing in PSD as withdrawn from the market are only marketable apples and not those downgraded by hail. Due to absence of loss or wasted amounts category in PSD, those apples, which were hit by hail, are incorporated into the domestic fresh consumption category.

The same spring frost, which affected the apple production, also had an adverse impact on pear cultivation. The 2003 fresh pear crop is reduced by 23 percent compared to last year and reached the amount of 30,000 MT. It is impressive that in the 1980's pear production in Greece was no lower than 60,000 MT, before the negative developments of the pear crop in recent years (diseases and adverse weather conditions). According to farmer sources, an increase in the pear production is expected in the near future due to new plantings, which have already taken place, mostly with Greek varieties such as "Kristalli" and "Kodoula". This year, however, pear cultivation suffered the most by a number of diseases such as Erwinia amylo-vora, which forced farmers to uproot trees, a factor which consequently contributed

to a further reduction of fresh pear output. These plantings are actually replantings, which take place gradually and will last for a few years.

Farmer prices fluctuated between 0.40-0.60 Euros/kg for varieties such as Passacrassana and Abate F. and 0.60-0.90 Euros/kg for the Greek variety "Kristalli" which is highly preferred among Greek consumers, particularly with respect to imported pears.

Concerning table grapes production, there has not been a significant change from the 2002 crop. According to farmers, the quality of soultana variety (fresh) was considered to be moderate and in many cases mostly in the region of Peloponnesos (Southern of Greece), they were forced to cultivate under cover due to the unexpected adverse weather conditions.

According to exporters, this year's trade activity of the soultana variety is going to take place at a lower pace, which will adversely affect the presence of Greek Soultana in the large U.K food market. On the other hand the low exchange rate between the euro and the pound did not fulfill traders' expectations for higher exporting amounts. Additionally, problems were created in the sector of table grapes this year, due to the presence of an active insecticide ingredient (Bromopropylate) under the commercial name NEORON, which was found above the maximum permitted level set by EU Regulation. Due to this, the exporting activity was seriously hindered and these shipments were returned to Greece. Farmers have complained that they were not adequately informed of precautions and application specifications. Farmers' complaints have gone to the private chemical company, which trades NEORON, for not instructing them on the proper usage information and concentration of the chemical. Farmers also have complained to authorities at the Ministry of Agriculture who are responsible for the certification of table grape products before they are exported. The grapes contaminated by excess amounts of insecticide residue were in a EU market. The Greek authorities who certify produce did not detect any problems.

Farmer prices this year for the fresh Soultana were fluctuated between 0.6-1.00 Euros/kg and for Rozaki variety at 0.5-0.7 Euros/kg.

Recently, a new variety called "Crimson" has made a very dynamic presence in the field of table grape production and five years after its introduction to Greece, farmers are very optimistic for future yields and market potential.

Greece, according to a recent Ministerial decision, is obliged to comply with the EU regulation 2200/96, which sets not only the necessary packing and certification measures of fresh fruit and vegetables, but also labeling according to the quality of the traded product. This regulation is a landmark in the trading sector of fresh fruit and vegetables in Greece, which in previous years was carried out in a way which restricted consumers from correct information on the origin of fresh products. Inevitably, according to trade sources, it will take a long time for Greek fresh fruit and vegetable traders and market suppliers to adjust to the framework of the new system.

Very recently the GOG Ministry of Commerce has enforced a number of Ministerial Decisions in an attempt to control fraud in the Central fresh fruit and vegetable wholesale and retail markets. Extremely high priced fresh products have caused unusual complaint (through the media) from consumer organizations. Market police are instructed accordingly, to control and check selling prices in all markets around the country. Reportedly, for some basic fruit and vegetable products, Greek consumers have to pay 10 or 20 times the grower price at retail level (particularly in the open market). Normally, the wholesale profit margins should not exceed a 10% over the grower price, while the allowable retailer margin should not exceed 25% or 26% according to the type of product, in compliance with the effective legislation and market police orders.

Besides these consumer complaints, the farm Community is also complaining because they see their products reaching the urban consumer's plate at extremely high prices, with all the intermediates making very large profits.

## PS&amp;D Table, Fresh Apples

## PSD Table

Country Commodity	Greece		(HA)(1000 TREES)(MT)				UOM
	2001	Revised	2002	Estimate	2003	Forecast	
Market Year Begin	USDA Official [ Estimate [	Revised [	USDA Official [ Estimate [	Estimate [	USDA Official [ Estimate [	Forecast [New]	MM/YYYY
	07/2001		07/2002		07/2003		
Area Planted	15800	15800	16230	16230	16236	16236	(HA)
Area Harvested	15500	15500	15800	15800	15940	15940	(HA)
Bearing Trees	6030	6030	6058	6058	6058	6058	(1000 TREES)
Non-Bearing Trees	110	110	58	58	58	58	(1000 TREES)
Total Trees	6140	6140	6116	6116	6116	6116	(1000 TREES)
Commercial Production	251000	251000	232000	232000	190000	167000	(MT)
Non-Comm. Production	9000	9000	3000	3000	3000	3000	(MT)
TOTAL Production	260000	260000	235000	235000	193000	170000	(MT)
TOTAL Imports	18000	18000	16000	16000	24000	22000	(MT)
TOTAL SUPPLY	278000	278000	251000	251000	217000	192000	(MT)
Domestic Fresh Consumpt	237000	237000	206000	230000	180000	170000	(MT)
Exports, Fresh Only	20000	20000	26000	16000	20000	16000	(MT)
For Processing	1000	1000	1000	1500	1200	1200	(MT)
Withdrawal From Market	20000	20000	18000	3500	15800	4800	(MT)
TOTAL UTILIZATION	278000	278000	251000	251000	217000	192000	(MT)

## PS&amp;D Table, Fresh Pears

Country Commodity	Greece		(HA)(1000 TREES)(MT)				UOM
	2001	Revised	2002	Estimate	2003	Forecast	
Market Year Begin	USDA Official [ Estimate [	DA Official [ Estimate [	MM/YYYY				
	07/2001	07/2001	07/2002	07/2002	07/2003	07/2003	
Area Planted	10600	10600	10500	9000	0	7500	(HA)
Area Harvested	10600	10600	10500	9000	0	7500	(HA)
Bearing Trees	3950	3950	3930	3930	0	3830	(1000 TREES)
Non-Bearing Trees	0	0	0	0	0	40	(1000 TREES)
Total Trees	3950	3950	3930	3930	0	3870	(1000 TREES)
Commercial Production	53300	53300	23800	35700	0	29100	(MT)
Non-Comm. Production	1700	1700	1200	1300	0	900	(MT)
TOTAL Production	55000	55000	25000	37000	0	30000	(MT)
TOTAL Imports	15000	15000	29000	25000	0	23000	(MT)
TOTAL SUPPLY	70000	70000	54000	62000	0	53000	(MT)
Domestic Fresh Consum	60800	60800	44500	55000	0	48000	(MT)
Exports, Fresh Only	1000	1000	650	914	0	215	(MT)
For Processing	8000	8000	8500	5500	0	4500	(MT)
Withdrawal From Market	200	200	350	586	0	285	(MT)
TOTAL UTILIZATION	70000	70000	54000	62000	0	53000	(MT)

## PS&amp;D Table, Fresh Table Grapes

**PSD Table**

Country	Greece						UOM
	Fresh Table Grapes (HA)(MT)						
Commodity	2001	Revised	2002	Estimate	2003	Forecast	MM/YYYY
	USDA Official [	Estimate [D]	USDA Official [	Estimate [D]	USDA Official [	Estimate [New]	
Market Year Begin	01/2002		01/2003		01/2004		
Area Planted	19000	19000	19500	19500	19500	19500	(HA)
Area Harvested	19000	19000	19500	19500	19500	19500	(HA)
Commercial Production	300000	300000	278000	278000	278000	278000	(MT)
Non-Comm. Production	40000	40000	36000	36000	36000	36000	(MT)
TOTAL Production	340000	340000	314000	314000	314000	314000	(MT)
TOTAL Imports	1500	1500	3000	3000	2500	2500	(MT)
TOTAL SUPPLY	341500	341500	317000	317000	316500	316500	(MT)
Domestic Fresh Consump	183800	183800	152000	152000	149500	160000	(MT)
Exports, Fresh Only	117700	117700	115000	110000	117000	100000	(MT)
For Processing	40000	40000	50000	55000	50000	56500	(MT)
Withdrawal From Market	0	0	0	0	0	0	(MT)
TOTAL UTILIZATION	341500	341500	317000	317000	316500	316500	(MT)